

ORDER



Orders
Order / Rev: 726051
Alt Order #: 06400636
Product Desc: OBAMA SCHED A
Estimate: 2265
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	17	\$95,000.00	\$80,750.00
11/05/12	11/11/12	9	\$15,000.00	\$12,750.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$110,000.00	\$93,500.00	0.00
Totals	26	\$110,000.00	\$93,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	11/01/12	11/06/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	MT-TF--	1:00	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/01/12	11/07/12	MT-TF--		4			\$500.00			0.00			
2	WUSA	11/01/12	11/06/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MT-TF--	1:00	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/01/12	11/07/12	MT-TF--		4			\$900.00			0.00			
3	WUSA	11/01/12	11/06/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-TF--	1:00	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/01/12	11/07/12	MT-TF--		3			\$1,000.00			0.00			
4	WUSA	11/01/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	MT-TF--	1:00	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/01/12	11/07/12	MT-TF--		3			\$600.00			0.00			
5	WUSA	11/01/12	11/06/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-TFSS	1:00	3	\$5,000.00	P-2	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/01/12	11/07/12	MT-TFSS		3			\$5,000.00			0.00			
6	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1			\$600.00			0.00			

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Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED A
 Estimate: 2265

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	11/03/12	11/03/12	NCAA Football Pre-Game NCAA Football Pre-Game	CM	NCAA Football Pre-Game (3:00 PM-3:30 PM)	-----S-	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-		1		\$3,000.00		0.00					
8	WUSA	11/03/12	11/03/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	-----S-	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-		1		\$6,000.00		0.00					
9	WUSA	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p (8:00 PM-11:00 PM)	-----S-	1:00	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-		1		\$10,000.00		0.00					
10	WUSA	11/04/12	11/04/12	WUSA Platts Energy Week Platt's Energy Week Show	CM	Su 730-8a	-----S	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S		1		\$3,000.00		0.00					
11	WUSA	11/04/12	11/04/12	WUSA Defense News Defense News	CM	Su 8-830a	-----S	1:00	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S		1		\$10,000.00		0.00					
12	WUSA	11/04/12	11/04/12	WUSA BioCentury This Week BioCentury This Week	CM	Su 830-9a	-----S	1:00	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S		1		\$9,000.00		0.00					
13	WUSA	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	1:00	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S		1		\$7,000.00		0.00					
14	WUSA	11/04/12	11/04/12	Face the Nation Face the Nation	CM	1030-11a (10:30 AM-11:30 AM)	-----S	1:00	1	\$36,000.00	P-3	0.00	NM	1	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S		1		\$36,000.00		0.00					
Totals													26	\$110,000.00	